

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Please amend claims 1, 6, 8, 9, 14 and 16-18 as indicated below (material to be inserted is in **bold and underline**, material to be deleted is in ~~strikeout~~):

Listing of Claims:

1. (Currently Amended) A printing method, comprising:

providing a website having a web page accessible via a browser program, the browser program having browser print controls for initiating processing of print jobs;

providing printable content that is associated with the website but not **configured to be displayed on the website web page**;

providing a print activator on the web page, where activation of the print activator enables a user to initiate printing without having to operate the browser print controls **and without having to operate print controls of a supplemental viewer**; and

in response to user activation of the print activator, printing the printable content at a printer.

2. (Original) The method of claim 1, where the printable content is a catalog featuring consumer products and/or services.

3. (Original) The method of claim 1, where the print activator takes the form of a hyperlink that identifies the printable content.

4. (Original) The method of claim 1, where the print button activates the print processing functions provided on the computer running the browser program.

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5. (Original) The method of claim 1, where activation of the print button causes printing to be performed by bypassing the print features provided on the browser program.

6. (Currently Amended) The method of claim 1, where the print button causes the printable content to be downloaded directly to the printer.

7. (Original) The method of claim 1, where the printable content is separated into a plurality of sections that are downloaded individually to the printer.

8. (Currently Amended) A printing method, comprising:

- providing a website having a web page accessible via a browser program, the browser program having browser print controls for initiating processing of print jobs;
- providing printable content that is associated with the website but not configured to be displayed on the website web page, where the printable content is not formatted for display by the web browser, but rather is specially formatted for output in printed hard copy form;
- providing a print activator on the web page, where activation of the print activator enables a user to initiate printing without having to operate the browser print controls and without having to operate print controls of a supplemental viewer; and
- in response to user activation of the print activator, printing the printable content at a printer.

9. (Currently Amended) A printing method, comprising:
- providing a website having a web page accessible via a browser program, the browser program having browser print controls for initiating processing of print jobs;
- providing printable content that is associated with the website but not configured to be displayed on the website web page;
- displaying a user-actuable print activator on the web page; and
- in response to activation of the print activator, initiating printing of the printable content at a printer independent of any operation of the browser print controls and independent of any operation of print controls of a supplemental viewer.
10. (Original) The method of claim 9, where the printable content is a catalog featuring consumer products and/or services.
11. (Original) The method of claim 9, where the print activator takes the form of a hyperlink that identifies the printable content.
12. (Original) The method of claim 9, where the print button activates the print processing functions provided on the computer running the browser program.
13. (Original) The method of claim 9, where activation of the print button causes printing to be performed by bypassing the print features provided on the browser program.
14. (Currently Amended) The method of claim 9, where the print button causes the printable content to be downloaded directly to the printer.
15. (Original) The method of claim 9, where the printable content is separated into a plurality of sections that are downloaded individually to the printer.

16. (Currently Amended) A printing method, comprising:

providing a website having a web page accessible via a browser program, the browser program having browser print controls for initiating processing of print jobs;

providing printable content that is associated with the website but not configured to be displayed on the website web page, where the printable content is not formatted for display by the web browser, but rather is specially formatted for output in printed hard copy form;

displaying a user-actuable print activator on the web page; and

in response to activation of the print activator, initiating printing of the printable content at a printer independent of any operation of the browser print controls and independent of any operation of print controls of a supplemental viewer.

17. (Currently Amended) A system for printing printable content associated with a website, comprising:

a website having a web page, where the printable content is not configured to be displayed on the website web page;

a computer running a browser program capable of displaying the web page, where the browser program includes browser print controls for initiating processing of print jobs; and

a user-actuable print activator displayed on the web page, where when the web page is displayed by the browser, activation of the print activator initiates printing of the printable content at a printer independent of any operation of the browser print controls and independent of any operation of print controls of a supplemental viewer.

18. (Currently Amended) A method of providing a catalog in printed form to a customer, comprising:

storing the catalog in computer-readable form in a memory location accessible from a communications network, wherein the catalog is not configured to be displayed by a browser program accessing the communications network;

providing a website that is related to products and/or services featured in the catalog;

referencing but not displaying the catalog on a web page included on the website, where a user-actuable print activator is displayed on the web page; and

in response to customer activation of the print activator, initiating printing of the catalog at a local printer, where the printing is initiated without the customer having to operate print controls included on a browser program used to display the web page.